

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

January 10, 2012

4 – 6 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences
Duke Gallagher, Treasurer, The Production Group
Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Carol Massie, Secretary, McDonald's Restaurants
Fabio Conti, The Fabiolus Café
Charles Eberly, The Eberly Company
Kitty Gordillo, Hollywood Wilshire YMCA
Lillian Kuo, Broadreach Capital
Allen Sides, Ocean Way Recording

Absent

Brian Folb, Vice President, Paramount Contractors
John Given, CIM Group
Patrick Olmstead, Los Angeles Film School
Fred Rosenthal, Ametron

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Joe Salazar, Andrews International
Steve Seyler, Andrews International
Devin Strecker, Hollywood Property Owners Alliance

Guests

Heather Cochran, AMPAS
John Lupo, Property Owner
Elizabeth McDonald, Los Angeles Film School

I. Call to Order

The meeting was called to order by Board President Michael Pogorzelski at 4:12 p.m.

II. Public Comment

Pogorzelski introduced Heather Cochran, AMPAS, to report on their organization's plans for the site at Homewood and Vine. Cochran stated that it was recently announced in the LA Times that AMPAS had changed their plans for the Motion Picture Museum which had been planned for Hollywood. Due to difficulty with obtaining funding, AMPAS has partnered with LACMA to possibly house the museum in the May Building on Wilshire Blvd. As a result, AMPAS has created new plans to activate the site in Hollywood, stating that they love Hollywood. They are currently moving through the public appeals process, and the property has started being demolished in preparation for the construction of an outdoor amphitheatre for movie screenings as well as event space. Today, they are getting their grading permit. They plan to keep the existing parking lots, and some of the existing buildings will be used for storage, including the old Big Lots building which will have a façade improvement. The former Golden Bridge Yoga building will be utilized for a filmmaking program. AMPAS is still interested in acquiring the

former KFC site but the property, which is owned by CRA, may go up for auction. Morrison asked what the capacity would be for the amphitheatre; Cochran said it's around 300 but could be up to 500. Massey asked when the space would be open; Cochran answered that they hope to have construction completed in late February and ready to open by May 1.

III. Approval of Board Minutes

A. Minutes from December 13, 2011

It was moved by Carol Massie, seconded by Kitty Gordillo and CARRIED to approve the Minutes from the December 13, 2011 meeting. Unanimously approved.

IV. Treasurer's Report

Gallagher reported that he had sent his report out to everyone via e-mail; he says we have enough funds to get us through the end of January and will not need to seek a line of credit to pay our bills. We received the last portion of public funds from the city on December 31. He has asked why these were delinquent but has gotten no report from the city. There is nothing left in the 2011 budget. We are currently on budget for 2012 except for delinquencies. Mariani asked why the budget did not show the extra \$20,000 that had been allocated for additional security; Gallagher said he will simply readjust the budget each month. Morrison reported that Rick Scott with the city clerk's office said he thinks we will have the contract back in two weeks. Pogorzelski noted for the minutes that the motion to apply for a line of credit had not been carried out.

It was moved by Kitty Gordillo, seconded by Carol Massie and CARRIED to approve the Treasurer's Report ending December 31, 2011. Unanimously approved.

V. Committee & Program Reports

A. Security Committee

1. Andrews Security report on service to BID expansion area: Mariani reported that security patrols have already begun in the expansion area. The board had approved \$20,000 surplus for saturation patrols, but it has not been needed as badly as anticipated. Seyler said he has been pleasantly surprised by the conditions in the expansion area, but attributed it to having already met with many of the new businesses and distributing trespass authorization forms. Previously, they had counted about 19 persons sleeping on the sidewalks there, but now there are none. There have so far been only three calls for service in the area, and the officers have gotten great feedback from the property owners. As a result, they are suspending the additional deployment for now.

2. Report from Community Impact Team re/food trucks and tour buses: Mariani reported that there will be a meeting tomorrow at 2 p.m at the Chamber, where they will be discussing the proliferation of mobile food trucks. An intern was hired to look at escalating fines for repeat parking violations in other cities to see what could be done here. Also, the situation with the street characters has grown worse; the team is trying to get the council office to commit to solving the problem this year.

3. LAPD public safety camera update: Mariani said that it seems the cameras are back in favor with LAPD after the Hollywood arsonist was caught with help from the cameras at Hollywood and Highland. He had been looking into the possibility of having a feed in our office so we could monitor

them ourselves, but this seems to not be a viable option due to legal and financial complications. He is still looking into the possibility of streaming a feed to the BID office but it does not seem feasible.

4. Appointments for 2012 Security Committee: Mariani stated that we are looking for members for the committee, and advised anyone interested to contact himself or Pogorzelski. Rosenthal has indicated that he is unsure if he will continue to serve as chair.

B. Streetscape Committee

1. Status report of initial clean-up in BID expansion area: MacPherson echoed the sentiments of Seyler that the initial clean-up has gone very well. CleanStreet has done a thorough job in getting the expansion area up to the standards of the rest of the BID, and showed several photos of the team in action. There is definitely a problem with bulky items in the area, but the trash and gum spots are very noticeably better. Trash receptacles have been placed in the area. Lastly, the rear of the CBS property is now included in the BID and is much cleaner.

2. Planning initiative updates: MacPherson stated that Mary Richardson with the city planning department has indicated that they are still unaware of the date for the PLUM (Planning and Land Use Management) Committee hearing. A recent LA Times article reported that residents are “livid” about the plan so MacPherson stressed the importance of having people there to speak in favor of the plan. Regarding the Urban Design Guidelines, she said she did not think they would go anywhere due to the CRA being dissolved.

3. DWP Grant submittal: Staff will submit a proposal for new trash receptacles.

4. Meeting with CleanStreets: Mariani reported on the recent CleanStreets luncheon. He said they are still having difficulties with bulky items, and there is also a big issue with trash and illegal dumping from businesses into our BID trash receptacles, due to the fact that some property owners do not provide dumpsters for their tenants. For example, the psychic on Vine St. has been talked to, but is still dumping her trash in our receptacles; they are going to take photographs of this. Also, someone is going around with a shopping cart full of trash, throwing it at properties.

5. Cahuenga Gateway: Tabled until next meeting.

6. Joint Streetscape Committee meeting: MacPherson stated she is seeking members for the committee, which will meet again on February 3.

7. Search for maintenance headquarters: We are still searching for a long-term space.

C. Marketing and Communications

1. “On Your Corner”: Strecker reported that everything is coming together for the live broadcast from Hollywood on January 27. KNX has chosen to do their afternoon broadcast from the Arclight Cinema in the Sunset & Vine BID. They have created the advertisement to air for the Sunset & Vine BID and Strecker has submitted the banner ads that will appear on CBSla.com. Morrison suggested Cochran be available to speak about the AMPAS amphitheatre. Eberly also suggested having the security officers involved with the shooting in December interviewed.

2. Pole Banner Campaign: Strecker said the contest at Helen Bernstein High School is moving forward and students have begun working on the assignment, while Strecker is gathering prizes for the rewards. Mariani and Strecker will be visiting with the students to help clarify the purpose of the pole banners.

D. Nominating Committee

1. Preparations for officer slate announcement on February 14: MacPherson stated that when Folb returns, the committee will schedule a meeting.

2. Action – Appoint John Lupo to fill mid-term vacancy, expiring 2013: Lupo owns the strip mall on Vine right next to the gas station. He said it contains mom and pop shops, a bar, and a boxing gym. His family has owned the property for nearly 40 years and is trying to improve it.

It was moved by Roxanna Sassanian, seconded by Kitty Gordillo and CARRIED to approve the the appointment of John Lupo to the board of directors. Unanimously approved. Morrison stated that a new board member orientation will be scheduled and directors will be given a book with information about the board. MacPherson added that Elizabeth McDonald with LA Film School will be joining the board next month.

VI. New Business

There was no new business.

VII. Old Business

Morrison reported that we should have the city contract within two weeks from Thursday. Regarding the CRA, she said it is currently in a state of depression as they have to shut down by February 1, and it is all happening so fast. The remaining key issue is the question of who will be the successor agency: the city or the county. There is a potential for financial pitfalls by whoever takes over, but she says she felt the county would be impersonal if they were to take over. As a result of the CRA being disbanded, the Walk of Fame repair will not happen as planned as the funds weren't committed; neither were the funds for the Social Services at Blessed Sacrament facility or the Michael's Village project. There is some question about the Selma Elementary workforce housing project. Also, the CPEP façade improvement program, which was to be part of the Hollywood Facelift campaign, will no longer move forward. Morrison is curious what will happen to all the studies, surveys and reports conducted by CRA, as all property has to be disposed of during the three-year phase out while a small staff group will remain downtown.

City council redistricting is ongoing and Morrison recently attended a meeting on it for CD4. This happens every ten years. She stated that Koreatown residents made a strong showing and a compelling case to be located in only one district – they are currently split up into four. Some of the people representing Hollywood voiced their support for a unified CD for all of Hollywood, but the Chamber asked for the boundaries to remain as they are. The first drafts of the new maps should be ready by the end of the month, but Morrison said we could definitely expect some changes, as there have been population increases and decreases in the districts.

Morrison discussed the possibility of creating an amendment to the bylaws calling for automatic dismissal of a board member who has missed a certain amount of meetings, which has been ran by Jeff Briggs, attorney. The board asked to leave this as a standing item on the agenda but no action was taken.

IX. Next Meeting

The next meeting is scheduled for Valentine's Day, February 14, 2012. Due to the holiday, the meeting will be scheduled for an hour earlier than usual, 3 p.m. until 5 p.m.

X. Adjournment

The meeting was adjourned by Board President Michael Pogorzelski at 5:41 p.m., and he congratulated Sarah MacPherson for being named the new Executive Director of the BID.